

6 Ways to Repurpose Your Content



Learn how to get more from each piece of branded content by repurposing it into different formats to increase reach, engagement, and results across channels.

You spend lots of time and resources creating high-quality content for your brand. It would be a shame to let it slide out of the limelight within a few days — or even hours — after publishing. The good news is, there are several ways you can extend the life of your content and at the same time create additional content inventory for your marketing purposes.

In 2019, companies reported spending up to 41% of their total marketing budgets on content. When you dedicate resources to producing a great piece of content, you want to get as much return for that effort as possible. To increase the lifespan of a piece of content, repurpose it into new formats that bring fresh appeal to your audiences. As many as 90% of B2B marketers find it more effective to spend resources on repurposing existing content than to create new material.

A single piece of content can be worth more than its weight — or its word count — when repurposed into other mediums.

By repurposing content into new formats, you can:

- Expand the return on investment for the original piece.
- Publish fresh posts more regularly with less effort, using multiple deliverables from a single topic.
- Prioritize quality with each cornerstone piece of content, rather than sacrificing quality for quantity.
- Reach a wider audience by optimizing your content for different channels.

Repurposing is more effective if you plan to do so from the start. In your content strategy, define a piece of cornerstone content with the intent to build a bigger structure of shareable content based on it. Longform content works well, such as an ebook, whitepaper, or in-depth article. Planning will allow your team to write the cornerstone piece with the end goals in mind, making it easy to transition it into other formats.

Here are six valuable ways to repurpose a piece of high-quality cornerstone content.

1. Publish an Article on Another Site

Publish an article highlighting your cornerstone content on Medium, LinkedIn, or as a guest article on a third-party website. Speak about your original piece of content's insights and include a link to point readers toward it. Think of how actors make appearances on talk shows to discuss their films; they entertain viewers while encouraging the audience to see the movie.

Getting published on a third-party website increases your reach and can boost your website's SEO and domain authority by earning you a quality link back to your site. You can easily publish to your own Medium or LinkedIn account or pitch your article as a guest post on a relevant industry publication.

For example: After releasing my book, I wrote an article on LinkedIn discussing one of the key insights covered in the book, with a link that directs readers where to find it. This article gives my LinkedIn audience a taste of what they'll learn and encourages them to engage with the full book.

2. Create a Short "Promo Blog"

Repurpose and edit the information from your cornerstone piece into a shorter blog post that tells the same story from a different angle. Then, link to the original content within the blog. Think of this as publishing a movie trailer; it's short and entertaining and leaves the audience wanting to dive into the full story.

In this blog post, you may summarize the key points of the long-form content, outline a list of what questions the content will answer, or give audiences a taste of the insights from the cornerstone piece without revealing all of the details. You can also rewrite it using a less formal tone, giving it more personality than the original guest article.

For example: Salesforce published a blog post offering a handful of interesting insights from their Small and Medium Business Trends Report, and included a link encouraging readers to download the full report.

3. Give Your Content a "Voice" Through a Podcast

Some consumers prefer to listen rather than read, particularly high achievers who are often on-the-go. With the convenience of being able to multitask while listening on your headphones, it's no wonder that each week, around 62 million Americans tune in to podcasts to get their content fix.

Repurposing your content into an audio format is a great way to widen your reach by getting into the ears of some audiences who wouldn't otherwise have encountered your written content. Create a branded podcast, or pitch yourself as a guest on a relevant industry podcast, and discuss key points from your cornerstone content via audio.

For example: Buffer produces its own podcast, The Science of Social Media. In short episodes, the hosts offer bite-sized tips and information about social media marketing, taken from the in-depth insights and resources Buffer publishes.

4. Make Your Content Eye-Catching with an Infographic

Did you know our brains process images 60,000 times faster than text? We can read infographics much quicker than written content, which makes them highly effective on social media. They are visually pleasing, attention-grabbing, and they compile information in an easily digestible format.

Present the information from your cornerstone content as visual snippets in a simple infographic. Pull out key points or thought-provoking tips from your cornerstone content, and reformat them into quick facts.

Infographics are highly shareable on social media and allow you to reach audiences on channels where you can't feasibly post a long-form piece of text content, including Pinterest, Instagram, and other platforms.

For example: HubSpot repurposed their in-depth State of Marketing Report into an infographic, with a link directing curious readers on where to download the full report.

5. Bring Your Content to Life as a Video

Breathe a little more life into your content by repurposing it into a short video. With moving elements and attractive visuals, video is a highly shareable format across platforms like Facebook and Instagram.

Create a slideshow-style video to present the takeaways from your cornerstone content, with a voiceover of the main points. Don't forget to incorporate text captions as well to help boost view time. Research shows that 85% of Facebook videos are watched on mute, so give your audience an easy way to enjoy the video without audio.

For example: Lumen5, a company that helps brands turn their blog content into videos, practices what they preach — by transforming many of their own blogs and written resources into shareable videos that they share on Facebook, Instagram, and LinkedIn.

6. Make It Social and Memorable

Grab a pithy quote or insightful question from your cornerstone content to post on social media. Short text snippets (like quotes) are well-received on Twitter, Facebook, Instagram, LinkedIn, and other social platforms. They attract shares, re-tweets, and saves among audiences, and often leave readers wanting to hear more.

You could even use a simple graphic design tool to format your quote into a graphic with an attractive background or fancy font. Include a link to the original article in your post for readers to dive into the deeper context.

For example: Investopedia often promotes their blog posts on Instagram by posting an attractive graphic with a short phrase or selection of insights, pointing readers to read the full content. Robinhood pulls quotes from their podcast content to post on Twitter, garnering engagement and encouraging their audience to listen to the full episode.

Conclusion:

The secret to leveraging content effectively is by repurposing cornerstone content into separate pieces that retell the same story with slightly different angles. Whether it's a new medium — video, audio, or imagery — or a condensed synopsis of a larger piece of content, such as summarizing a long article into a short blog, you can increase the lifespan of original content significantly without reinventing the wheel.

Key Takeaways:

1. Increase your return on investment for each content topic by repurposing it in multiple ways.
2. Strategically plan a piece of cornerstone content, with the intent to repurpose it from the beginning.
3. Repurpose written content into visually engaging formats, such as graphics and video.
4. Optimize your content with formats that work best for each channel where your audience is active.

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